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Connecticut State Medical Society Testimony
Senate Bill 1050 An Act Concerning the Establishment of an Academic Detailing
Program
March 2, 2009

Senator Harris, Representative Ritter and members of the Public Health Committee, Senator Crisco, Representative Fontana and members of the Insurance and Real Estate Committee, Senator Doyle and Representative Walker and members of the Human Services Committee, my name is Matthew Katz, Executive Vice President of the Connecticut State Medical Society (CSMS). On behalf of our more than 7,000 members thank you for the opportunity to testify before you today on S.B. 1050 - An Act Concerning the Establishment of an Academic Detailing Program

CSMS would like to raise some concerns regarding this bill as we believe that academic detailing should be a voluntary educational or professional development program for physicians and not mandatory. With already limited time to see patients, any additional requirements that take physicians away from the exam room would cause further access issues and patient care delays. As it is now, many physicians have restricted their offices to detailing materials and pharmaceutical representatives because of the constraints on their time. Also, CSMS strongly believes that academic detailing should support the quality of care for patients and not infringe on the clinical judgment of physicians. Doctors should still be allowed to make informed decisions as to what prescriptions are in the best interests of their patients, regardless of class, category or brand of drug. Physicians must be the ultimate arbitrator of what medications their patients should, and should not receive.

We agree that those who develop academic detailing material must disclose any and all potential conflicts of interest to ensure the integrity and legitimacy of the programs. Furthermore, these representatives must be health professionals and appropriately trained in the educational content and in effective communication strategies.

Finally, CSMS wishes to ensure that this body recognizes that it presently provides educational resources to our members associated with prescribing information tied to a program called *Therapeutic Insights*, which is done in association with the American Medical Association (AMA). This quarterly web based newsletter and data tool provides physicians with educational information regarding their prescribing patterns as well as evidence based guidelines for selected medical conditions. This online opportunity provides physicians with unprecedented access to personal, state and national prescribing patterns to assist Connecticut physicians in clinical practice. *Therapeutic*

Insights provides clinical disease states and treatment insights, disease demographics and prescribing data to improve physician knowledge and the quality of patient care for each condition.

Thank you for the opportunity to provides these comments to you on Senate bill 1050.